

# CITY OF MILWAUKIE

## **CLASSIFICATION: COMMUNICATIONS PROGRAM MANAGER**

Department: Office of the City Manager

FLSA Status: Nonexempt

Pay Grade: 66

Union Representation: AFSCME

### **CLASSIFICATION SUMMARY:**

As a member of the City's strategic engagement team, is responsible for the professional information dissemination for the City of Milwaukie. The City Communications Program Manager plans and implements an external branding and communications program promoting the vision, goals, activities, and brand of the City of Milwaukie to the public, neighborhoods, businesses and community leaders. Works closely with all departments to plan, coordinate and disseminate information regarding City programs, services, special events and on-going activities. Is the primary contact with the media for all City activities outside of the Police Department. May also partner with the Police Department's Public Information Officer (PIO). Involves considerable coordination with staff of other departments, the City Manager and City Council to promote awareness and understanding of City services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to complaints and requests from the community. Reports directly to the Assistant City Manager.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*(Tasks listed are intended to be descriptive and not restrictive. An employee in this classification may perform any of the tasks listed; however, these examples do not include all the tasks which an employee may be expected to perform.)*

1. Plans and coordinates City-wide marketing and communications strategies. Coordinates communication activities with other Department Heads, City Council, City staff to assure timely and effective public outreach and information dissemination.
  - Meet bi-weekly with Department Heads to develop stories and help identify projects that necessitate public involvement.
  - Work with Department Heads in developing their quarterly reports.
  - Attend and report on Council meetings and outcomes for City website, newsletter, press releases, and social media outlets.
  - Offer critique of staff members' Council presentations and materials in pursuit of continued improvement.
  - Attend and report on City special events and outcomes for City website, newsletter, press releases, and social media outlets.
  - Works closely with the Community Engagement Coordinator to identify challenges and opportunities with various engagement strategies. The primary goal of which is to ensure all city-wide communication channels are effective, credible and accessible to the public.
2. Develops and implements social media strategy and policy.
3. Acts as the editor of the City newsletter and website by coordinating content and photos. Contributes editorial content and manages layout and delivery. Writes press releases, annual reports, speeches, official statements, brochures, programs and other publications and written materials required. Makes presentations as assigned.

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4. Serves as the primary contact with the media for the City, excluding the Police Department. May at times coordinate efforts with the Police PIO. Provides information to media when the City's Emergency Operations Center is activated.
5. Coordinates media events for City projects and works with support staff to schedule and script speakers, arrange for event location and preparation, the design and mailing of invitations.
6. Researches, writes, designs, and arranges for the publication and distribution of press releases newspaper articles, brochures and posters, pamphlets and other news and promotional materials concerning City government programs, services, accomplishments and events of public interest.
7. Contributes to the development of articles by researching, writing and editing articles for the City newsletters, website, social media outlets and other publications.
8. Acts as the website's managing editor. Works with the web team and web content managers, department heads, the Community Engagement Coordinator and other city staff to develop content that provides information regarding City actions, announcements, programs and community events.
  - Oversees and coordinates response to online inquiries and complaints and facilitates resolutions to problems, acts as liaison for City departments.
9. Provides staff support to City Manager, City Council, Department Heads, community committees and project teams as assigned.
10. Maintains positive public relations with customers and is responsive to customer needs.
11. Establish City brand by reviewing all public information materials to ensure brand continuity and to monitor quality of communication.
  - Responsible for City's overall graphic design program.
  - Create and establish templates for memos, PowerPoint's, staff reports.
  - Assist City Manager in reviewing staff materials prior to Council Meetings.
12. Facilitates an open and clear two-way communication between the City and the public. Develops methods and processes by which residents may provide input and feedback to the City.
  - Develop and maintain a modern social media presence.
  - Manages digital community engagement platform.
  - Seeks out and shares best practice information on communication strategies related to community engagement.
13. Develops safe work habits and contributes to the safety of self, co-workers and the general public.
14. Performs other duties as directed by the Assistant City Manager.

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### MINIMUM QUALIFICATIONS:

#### Knowledge of:

- Principles, practices, techniques, and equipment of journalism, broadcast media, social media, public relations and graphic design.
- Informational media appropriate for the dissemination of various kinds of information and publicity material, including radio, television, cable television, photography and print media.
- The requirements of the Freedom of Information Act.
- English usage, spelling, punctuation and grammar and of writing, editing and proof-reading techniques.

#### Skills and Abilities to:

- Write creatively and effectively, edit and design reports and other publications covering a wide range of subject matter within timetables and deadlines.
- Critically evaluate a variety of subject matter from the standpoint of reader interest, appropriateness, organization of materials and content, style, and English language usage.
- Learning and applying applicable laws, ordinances, department rules, regulations, principles, techniques, and all other aspects of assignments.
- Describing, interpreting and evaluating sometimes ambiguous situations.
- Responding in emergency situations on a 24-hour basis.
- Maintaining composure under adverse conditions.
- Establishing and maintaining effective working relationships.
- Speaking effectively in public.
- Attend meetings or perform other assignments at locations outside the office.
- Work as a team member.
- Perform the essential functions of the job.

### Required Education, Training and Experience

*(Any combination of education and experience that has provided the knowledge, skills and abilities to perform the essential duties of this position. Prior work experience and educational requirements listed are typical ways of obtaining the required qualifications. Other equivalent combinations of education, training and experience will be considered.)*

- Bachelor's degree in journalism, marketing, communications, public relations or related field from an accredited college or university.
- Three years of professional experience in journalism, broadcast media, marketing, public relations or closely related field.

### Licensing/Special Requirements:

- Must possess, or obtain by time of hire, a valid Oregon or Washington State Driver's License.
- Must be able to pass the department's security clearance standards including review of driving record.

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### SUPPLEMENTAL INFORMATION:

#### Tools and Equipment Used:

- Computer and printer, fax machine, copy machine and audio/visual equipment that includes still photography and video equipment, plus editing equipment; Computer software including MS office suite programs including desktop publishing, printers and projectors.

#### Supervision:

- This is not a supervisory classification.
- Works under the general direction from the Assistant City Manager.

#### Working Conditions:

*(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential job functions.)*

- Generally, work is performed in an office environment.
- Some site visits and off-site events. During site visits may walk on uneven terrain and be exposed to a variety of weather conditions.
- Some evening and weekend meetings and respond to emergency situations at all hours.

***The job classification description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.***

#### Classification History:

Adopted: 5/19/11

Revised: 10/26/12; 12/19; 11/21 (format)